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## ABSTRACT

There is provided a wet wipes dispensing system. The system includes a plurality of separably joined wet wipes and the plurality of separably joined wet wipes and the plurality of separably joined wet wipes include a lubricant. The system also includes a dispenser including a sealed chamber, the sealed chamber housing the plurality of separably joined wet wipes therein. The dispenser also includes a flexible elastic sealing orifice through which wet wipes from the plurality of separably joined wet wipes can be dispensed from the sealed chamber. At least a portion of the lubricant is automatically transferable to the flexible elastic sealing orifice when wet wipes from the plurality of separably joined wet wipes are dispensed from the sealed chamber through the flexible elastic sealing orifice whereby a drag relationship between the wet wipes and the flexible elastic sealing orifice is reduced by at least about 20%.